OI&T Account Management: An Overview

Facilitating collaboration with our Business Partners

Why use an account-based model?

As part of OI&T's transformation, the new Account Management Organization will fundamentally change the way OI&T works with its business partners. Information technology account managers (ITAMs) and customer relationship managers will work to customize IT services to the needs of OI&T's business partners and establish OI&T as a trusted, valuable ally in serving Veterans. The ITAMs will be dedicated to understanding the needs of their customers and will help to identify and define innovative solutions that meet their needs and represent their customers' interests directly to the CIO.

How will it work?

The ITAMs will interface directly with the Administrations and Staff Offices and serve as lead portfolio requirements managers. They provide the critical interface that has been weak or missing between the business organizations and the solutions developers. Before customer requirements enter the Veteran-focused Integration Process, they will be packaged and submitted by the ITAMs, in collaboration with their customers, to the Enterprise Program Management Organization (EPMO), where they will be evaluated for validity. As necessary,

EPMO will liaison with the appropriate ITAMs to clarify requirements. ITAMs will have a dotted-line reporting relationship to their respective undersecretary and will assess all Administration-specific business requirements and translate them into IT requirements. They will submit all customer IT requirements to EPMO, ensuring that their customers' business needs are understood and designed to meet their specifications. ITAMs will also advocate for their customers in programming and budget processes.

What are an ITAM's responsibilities?

An ITAM serves as the lead IT executive reporting to the CIO and is responsible for the creation and management of the business partner's portfolio. An ITAM provides strategic leadership to maximize value by managing IT project prioritization, balancing portfolios, and allocating resources. He or she acts as the primary contact between IT and the business partner, interfaces with industry, and serves as catalyst to drive innovation. By working with CRMs (see below), ITAMs will collect data about OI&T performance from around the nationwide. This information will provide OI&T a better approach to issue resolution, change management, and Enterprise innovation.

What is a customer relationship manager?

A customer experience manager serves as the technical IT lead with responsibility for product and resource management and service delivery. He or she provides appropriate technology solutions and capabilities to enhance quality performance and improvement across business partners. The customer experience manager operates as the lead point of contact and technical expert, ensures alignment with enterprise policies, and builds and maintains strong, long-lasting customer relationships.

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